

Message Text

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ACTION EB-07

INFO OCT-01 EA-09 ISO-00 MMO-04 ABF-01 /022 W

----- 042060

R 160812Z APR 76

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 9995

USDOC WASHDC

UNCLAS SECTION 1 OF 2 HONG KONG 4353

E.O. 11652: N/A

TAGS: BEXP, AFSP, HK

SUBJECT: PRELIMINARY INPUTS FOR FY-78 COUNTRY COMMERCIAL PROGRAM

REF: STATE A-7369; STATE 54879

CAMPAIGN INITIATIVES

1. A: TITLE: INCREASE U S SHARE OF CONSTRUCTION EQUIPMENT AND
BUILDING MATERIALS MARKET IN HONG KONG

CAMPAIGN NO.: 1

PRIORITY RANK: 1

JUSTIFICATION: THE CONSTRUCTION INDUSTRY, WHICH EXPERIENCED
A SEVERE SLUMP IN 1974/75, IS BEGINNING TO REVIVE. CONSTRUCTION
ON THE MASS TRANSIT, NEW TOWNS IN THE NEW TERRITORIES AND
NUMEROUS HOUSING PROJECTS HAS EITHER BEGUN OR WILL BEGIN SOON.
MANY OTHER MAJOR CONSTRUCTION PROJECTS ARE ON THE DRAWING BOARDS
FOR THE NEXT 5 YEARS. THE POST RECEIVES PROBABLY AS MANY OR
MORE TO'S IN THIS PRODUCT AREA AS ANY OTHER.

B: TITLE: MAINTAIN U S SHARE OF MARKET FOR EIPT EQUIPMENT

CAMPAIGN NO.: 2

PRIORITY RANK: 2

JUSTIFICATION: THE U S IS A LEADING SUPPLIER OF EIPT
EQUIPMENT IN HONG KONG. ELECTRONICS IS HONG KONG'S THIRD
LARGEST INDUSTRY AND AT PRESENT IS DOMINATED BY U S AND HONG KONG
FIRMS. STRONG SALES EFFORTS MUST BE CONTINUED BY U S SUPPLIERS
TO PREVENT FOREIGN SUPPLIERS, JAPANESE IN PARTICULAR, FROM
CAPTURING MOST OF THE MARKET.

C: TITLE: INCREASE AWARENESS BY HONG KONG MANUFACTURERS AND
SHIPPERS OF U S PACKAGING EQUIPMENT AND MATERIALS

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CAMPAIGN NO.: 3

PRIORITY RANK: 6

JUSTIFICATION: LOCAL TRADE ASSOCIATIONS AND MANUFACTURERS ARE BECOMING INCREASINGLY MORE INTERESTED IN PACKAGING. THE HONG KONG PACKAGING COUNCIL IS HOSTING A LARGE PACKAGING SEMINAR LATER THIS YEAR FOR REPRESENTATIVES FROM ALL OVER ASIA. THEY HAVE ASKED OUR COOPERATION IN PROMOTING PACKAGING TECHNOLOGY FROM THE U S IN THIS EVENT AND OTHERS IN THE FUTURE.

D: TITLE: POLLUTION CONTROL EQUIPMENT

CAMPAIGN NO.: 4

PRIORITY: RANK: 9

JUSTIFICATION: ALTHOUGH HONG KONG GOVERNMENT HAS YET TO ENACT MAJOR POLLUTION CONTROL LEGISLATION, THEY ARE NOW STUDYING RESULTS OF A RECENT COLONY-WIDE STUDY ON THE PROBLEM DONE BY A PRIVATE FIRM. THIS COULD WELL RESULT IN INSTITUTION OF CONTROLS. ALSO IN THE WORKS IS A US\$100 MILLION SEWAGE TREATMENT PLANT. PRIORITY RANKING OF THIS EVENT WILL BE INFLUENCED OF COURSE BY TIMING OF ANY HKG INITIATIVES.

E: TITLE: CONSUMER GOODS/AMERICAN FORTNIGHT 77

CAMPAIGN NO.: 5

PRIORITY RANK: 3

JUSTIFICATION: THE STEADILY INCREASING AFFLUENCE OF THE HONG KONG POPULATION PROVIDES AN ATTRACTIVE MARKET FOR MANUFACTURERS OF ALL TYPES OF U S CONSUMER GOODS. AMERICAN FORTNIGHT 75, A MUCH ENLARGED VERSION OF FORTNIGHT '73 WAS RESPONSIBLE FOR OVER \$40 MILLION IN SALES OF U S GOODS AND SERVICE.

EXHIBITIONS WERE HELD FOR INDUSTRIAL GOODS, CONSUMER GOOD AND SERVICES, AS WELL AS 6 IN-STORE PROMOTIONS. FORTNIGHT 77 PROBABLY WILL BE THE PRIMARY CAMPAIGN VEHICLE FOR CONSUMER GOODS. THE SPECIFIC NATURE OF FORTNIGHT 77 HAS NOT YET BEEN DECIDED (SEE PARA 4). HOWEVER, THIS CAMPAIGN HAS BENEFICIAL EFFECTS ON ALL OUR PRODUCT CAMPAIGNS AND WILL LIKELY BE ACCORDED A TOP PRIORITY.

F. TITLE: ENERGY SYSTEMS

CAMPAIGN NO.: 6

PRIORITY RANK: 4

JUSTIFICATION: HONG KONG WILL BE INSTALLING CONSIDERABLE NEW ELECTRICITY GENERATING CAPACITY THROUGH THE END OF THE DECADE. GROWTH OF NEW TOWNS IN THE NEW TERRITORIES WITH LARGE RESIDENTIAL POPULATIONS AS WELL AS ADJOINING INDUSTRIAL ESTATES OFFERS A POTENTIALLY LARGE MARKET FOR U S EQUIPMENT.

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HONG KONG POWER COMPANIES ARE WILLING TO CONSIDER U S EQUIPMENT PROVIDED THE MANUFACTURER IS WILLING TO MAKE THE NECESSARY ADAPTIONS TO FIT IN WITH HONG KONG'S POWER SYSTEM. THIS REPRESENTS A POTENTIALLY LARGE MARKET FOR U S EQUIPMENT WHICH IS STILL LARGELY UNDEVELOPED.

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ACTION EB-07

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 9996

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UNCLAS SECTION 2 OF 2 HONG KONG 4353

E.O. 11652: N/A

TAGS: BEXP, AFSP, HK

SUBJECT: PRELIMINARY INPUTS FOR FY-78 COUNTRY COMMERCIAL
PROGRAM

REF: STATE A-7369; STATE 54879

NON-CAMPAIGN INITIATIVES

G. TITLE: BUSINESS SERVICE

CAMPAIGN NO.: 7

PRIORITY RANK: 5

JUSTIFICATION: CONCENTRATE ADDITIONAL PERSONNEL AND FINANCIAL RESOURCES ON UPGRADING OUR BUSINESS SERVICES, PARTICULARLY THE COMMERCIAL LIBRARY. EXPLORE WITH USIS AND ADMIN THE POSSIBILITY OF A VTR/FILM LIBRARY FOR TRADE PROMOTION. CONSIDER USING MICROFILM TO SOLVE PROBLEMS OF SPACE LIMITATIONS. CANVASS HONG KONG AND U S ORGANIZATIONS FOR HANDOUT MATERIAL FOR VISITING BUSINESSMEN. INCREASE POST-GENERATED DISTRIBUTION MATERIALS OF ALL TYPES FOR BUSINESSMEN. CONTINUE TO IMPROVE OUR REGIONAL INFORMATION CENTER FOR USE BY THE OVER 300 U S REGIONAL OFFICES IN HONG KONG.

H. TITLE: PROMOTE BUYING MISSIONS TO U S

CAMPAIGN NO: 8

PRIORITY RANK: 8

JUSTIFICATION: IN CONJUNCTION WITH POST "VISIT U S A"
COMMITTEE EXPEND GREATER EFFORT TO PUT TOGETHER ATTRACTIVE PACKAGE FOR HONG KONG BUSINESSMEN TO VISIT U S TRADE EXHIBITIONS, PLANTS, ETC. BECAUSE OF FACTORS OFTEN BEYOND THE UNCLASSIFIED

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POST'S CONTROL, I.E. INDIVIDUAL DISCOUNT AIR FARES, METHODS OF DOING BUSINESS BY LOCAL BUSINESSMEN, ETC., WE HAVE NOT OFTEN BEEN ABLE TO ORGANIZE LARGE POST-SPONSORED MISSIONS TO U.S. BY WORKING VERY CLOSELY WITH U S AIRLINES AND TRAVEL AGENTS, AND WITH STRONG SUPPORT OF USDOC FOREIGN BUYER PROGRAM, POST WILL MAKE RENEWED EFFORTS TO ORGANIZE SEVERAL MISSIONS TO U S, HOPEFULLY ACCCOMPANIED BY FSL FROM COMMERCIAL SECTION.

I. TITLE: PROMOTION OF TOURISM TO THE US

CAMPAIGN NO: 9

PRIORITY RANK: 7

POST HAS FORMED A "VISIT U S A" COMMITTEE COMPOSED OF REPRESENTATIVES FROM CONGEN (INCLUDING COMMERCIAL SECTION), U S AIRLINES AND OTHER SEGMENTS OF HONG KONG TRAVEL INDUSTRY TO PROMOTE INCREASED TOURISM TO THE US. HONG KONG IS CURRENTLY SECOND ONLY TO JAPAN IN ASIA FOR TOURISTS GOING TO THE US. THROUGH EXTENSIVE PROMOTION GFT OF THE US BOTH IN THE CONGEN AND ELSEWHERE, WE WILL SEEK TO ATTRACT EVEN MORE TOURISTS TO THE U S.

2. PERSONNEL RESOURCES

5 FSO - 1 FSS - 5 FSL (PROFESSIONAL) - 3 FSL (CLERICAL)

WORKDAYS

TOTAL RESOURCES	PROFESSIONAL	0/0 OF			
UTILIZED	CAMPAIGN	NON-CAMPAIGN	TOTAL		
FSO	FSL	FSO	FSL		
160	330	940	770		
			100-0/0		
		CLERICAL	0/0 OF		
		CAMPAIGN	NON-CAMPAIGN	TOTAL	
		FSS	FSL	FSS	FSL
		20	110	200	550
					100-0/0

3. FINANCIAL RESOURCES

TOTAL RESOURCES CAMPAIGN

UTILIZED	TRAVEL REP.	CONTRACT	MISC.	0/0 OF	
		SERVICES		TOTAL	
US\$	200	1000	1500	300	100-0/0

TOTAL RESOURCES

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UTILIZED	NON-CAMPAIGN		
TRAVEL REP.	CONTRACT	MISC.	0/0 OF
SERVICES	(INCLUDING	TOTAL	

(INCLUDING LIBRARY
NEWSLETTER SUBSCRIPTIONS)
2500 1500 15000 3000 100-0/0

4. THE PRELIMINARY ESTIMATES IN PARA 3 AND 4 FOR CAMPAIGN RESOURCES WILL BE SUBJECT TO REVISION AT THE BEGINNING OF FY77. AT THAT TIME THE CONGEN, HONG KONG AMCHAM AND PAST PARTICIPANTS OF THE AMERICAN FORTNIGHT WILL MEET TO DECIDE THE SCOPE , ORGANIZATION AND FINANCING OF FORTNIGHT 77. IT WILL PROBABLY BE NECESSARY TO REVISE THE CAMPAIGN ESTIMATES AT THAT TIME.
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Disposition History: n/a
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